

KOMU-TV

ANNUAL EEO PUBLIC FILE REPORT

The Purpose of this Annual EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: KOMU-TV, Columbia, MO and is required to be placed in the public inspection file of this station and on its web site.

The information contained in this Report covers the time period beginning October 1, 2003 to and including September 30, 2004 (the "Applicable Period").

The FCC's 2002 EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each vacancy, the recruitment source(s) utilized to fill the vacancy(including if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source was Utilized" refer to the number of the full-time positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person or over the telephone.

Appendix 1 to
Annual EEO Public File Report
Covering the Period October 1, 2003 - September 30, 2004
Station Comprising Station Employment Unit: KOMU-TV

Section 1: Vacancy Information

Full-Time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees From All Sources for This Position
Senior Video Producer	University Employee	2
Account Executive	Television Ad	4
Office Support Staff IV *	Internal Promotion	1
Asst Mgr Promotion/Marketing	University Employee	3
Weathercaster	MU Job List Web Site	1
TV Director	University Employee	2
TV Director	University Employee	2
Graphic Artist I	Notified by an Employee	14
TV Anchor*	University Employee	1
Office Support Staff IV	MU Job List Web Site	9
Account Executive	MU Job List Web Site	4
TV Anchor	Internal Promotion	1
Total Number of Persons Interviewed During Applicable Period:		<hr/> 44

* Under University of Missouri policy, certain positions are only open to University of Missouri Employees as was the case with this position

Appendix 2 to
Annual EEO Public File Report
Covering the Period October 1, 2003 - September 30, 2004
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Section 2: Recruitment Source Information

Recruitment Source (Name, address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions For Which This Source was Utilized
Alternative Community Training tawntydy@hotmail.com	0	10
Booneslick Technical Education Center lmaupin@boonville.k12.mo.us	0	10
Center Placement Vocational Counseling James.woods@hs.jcps.k12.mo.us	0	10
Columbia College Career Center dgmalsen@emial.ccis.edu	0	10
Division of Vocational Rehabilitation shoskins@vr.dese.state.mo.us	0	10
Division of Employment jmcquitty@wfd.state.mo.us	0	10
Employment Opportunities List Mujobs.missouri.edu	26	10
Florida State University reception@admin.fsu.edu	0	10
Hickman High School alandes@columbia.k12.mo.us	0	10
Office of Administration, State Diversity Recruit Belinda.Rucker@oa.mo.gov	0	10
Douglass High School Guidance Office rhogan@columbia.k12.mo.us	0	10
St. Louis Public Schools Darrell.spencer@slps.org	0	10
MO Career Center Joyce.bryan@ded.mo.gov	0	10
Missouri Division of Workforce Development mcarr@wfd.state.mo.us	0	10
Missouri River Regional Library orschelnj@mrrl.org	0	10
Moberly Area Community College susiec@hp9000.macc.cc.mo.us	0	10

Phillips Jr. College Placement Office rhorton@cci.edu	0	10
Stephens College Career Services heathermm@stephens.edu	0	10
Surplus Property (MU) fisherf@missouri.edu	0	10
The Job Center christinev@advent.org	0	10
UHC Human Resources rorahr@health.missouri.edu	0	10
Columbia Career Center kchristo@columbia.k12.mo.us	0	10
Westminster College hallg@jaynet.wcmo.edu	0	10
Advent Enterprises gregw@advent.org	0	10
Linn State Technical College Career Services careerservices@linnstate.edu	0	10
Metro Business College Placement Office janb@metrobusinesscollege.edu	0	10
State Fair Community College Placement stpierre@sfcc.cc.mo.us	0	10
Harris-Stowe Career Services mcneilw@hssc.edu	0	10
St. Louis CC in Flo Valley Career Services mgeorge@stlcc.edu	0	10
Central Methodist Career Services rcobb@cmc.edu	0	10
Lincoln University Disability Services washingt@lincolnu.edu	0	10
Board of Probation and Parole, Columbia Sarah.smith@doc.mo.gov	0	10
SEMO Career Services jlwestbrook@SEMO.edu	0	10
Association for Education in Journalism and Mass Communication 234 Outlet Pointe Blvd Suite A Columbia, SC 29210-5667	0	9
American Women in Radio and Television 8405 Greensboro Dr., Suite 800 McLean, VA 22102	0	9
Asian American Journalists Assn. 1182 Market St., Suite 320 San Francisco, CA 94102	0	9

<i>Black Broadcasters Alliance</i>	0	9
3474 William Penn Highway		
Pittsburgh, PA 15235		
<i>Black Culture Center – MU</i>	0	9
813 Virginia Ave.		
Columbia, MO 65211		
<i>California Chicano News Media Assn.</i>	0	9
3800 S. Figueroa St.		
Los Angeles, CA 90037-1206		
<i>Emma L. Bowen Foundation</i>		
<i>for Minority Interests in Media</i>	0	9
1299 Pennsylvania Ave. NW, 11 th Floor		
Washington, DC 20004		
<i>Indigenous Broadcast Center</i>	0	9
810 E Ninth St.		
Anchorage, AK 99501-3826		
<i>International Women’s Media Foundation</i>	0	9
1726 M Street NW, Suite 1002		
Washington, DC 20036		
<i>Missouri Broadcasters Assn.</i>	0	9
P.O. Box 104445		
Jefferson City, MO 65110-4445		
www.mba.org		
<i>National Association of Black College Broadcasters</i>	0	9
P.O. Box 3191		
Atlanta, GA 30302		
<i>National Association of Black Journalists</i>	0	9
University of Maryland		
8701-A Adelphi Rd		
Adelphi, MD 20783-1716		
<i>National Association. of Black-Owned Broadcasters</i>	0	9
1155 Connecticut Ave. NW Suite 600		
Washington, DC 20036		
<i>National Association of Broadcasters</i>	0	9
1771 N Street NW		
Washington, DC 20036		
www.nab.org		
<i>National Association of Hispanic Journalists</i>	0	9
1000 National Press Building		
Washington, DC 20045-2001		
<i>National Association of Minority Media Executives</i>	0	9
1921 Gallows Rd, Suite 600		
Vienna, VA 22182		

<i>National Lesbian and Gay Journalists Association</i> 1420 K Street NW Washington, DC 20005	0	9
<i>Native American Journalists Association</i> University of South Dakota 414 E. Clark St. Vermillion, SD 57069	0	9
<i>Native American Public Telecommunications</i> P.O. Box 83111 Lincoln, NE 68501	0	9
<i>Radio and Television News Directors Association</i> 1600 K Street NW, Suite 700 Washington, DC 10006-2838	0	9
<i>South Asian Journalists Association</i> Columbia Graduate School of Journalism 2950 Broadway New York, NY 10027	0	9
<i>DeVry Institute of Technology</i> 11224 Holmes Rd Kansas City, MO 64131	0	9
<i>Northwest Missouri State University</i> Maryville, MO 64468	0	9
<i>Northwestern College</i> Orange City, IA 51041	0	9
<i>William Woods University</i> Fulton, MO 65251	0	9

*KOMU-TV has broadcast 2-4 times per month announcements soliciting organizations who wish to receive information about job openings at KOMU-TV. To date no organizations have responded.

**KOMU-TV has used over the air announcements as a recruitment source for some positions listed above.

Appendix 3 to
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Station Comprising Station Employment Unit: KOMU-TV
Section 3 (Non-Vacancy Specific) Recruitment Activities Undertaken by KOMU-TV

Each year, KOMU-TV, along with KBIA-FM, presents a scholarship to the outstanding minority student in the Broadcast News sequence. The student must have the qualities of energy, enthusiasm, accuracy, and a desire to excel in journalism. The student selected must also have at least one year of school remaining. KOMU-TV's News Director, under consultation with a staff member from KBIA, makes the selection which is awarded in April of each year. In 2004 the scholarship was split and awarded to two female minority students and one male minority student currently enrolled at the University of Missouri's School of Journalism.

KOMU-TV is an annual participant in the City of Columbia's C.A.R.E. program. The C.A.R.E. program is designed to provide Columbia's disadvantaged youth, ages 14 – 18, the opportunity to develop future job skills, life skills, and an awareness of career paths through meaningful summer work experience and educational seminars. The objective of this program is to help make the youth more employable/marketable after high school graduation. As a participant in the program, KOMU-TV8 provides an individual on-the-job training in the promotion department, a concise job description, trainee supervision, complies with OSHA, ADA, and Child Labor Law regulations, and job performance evaluations. The person participating in this program worked under the supervision of the Director of Programming & Promotion and Assistant Promotion Manager. This Summer, KOMU's male intern worked approximately 23 hours per week from June 16 – August 7.

The KOMU-TV8 internship program exposes college students to the dynamic responsibilities of a television station's Promotion and Sales department. Interns work 15 – 20 hours a week with Promotion Managers to help promote the station's image and news. Responsibilities include writing spots for news and community events, helping maintain the station's partnerships with NBC and the WB, and conducting tours for various youth groups. Interns also represent the station at various community events. During the Fall 2003 semester three females and one male participated, during the Spring 2004 semester four females participated, During the Summer 2004 semester two females and one male participated and starting in September two females will participate. Interns in the Sales Department work 15-20 hours per week acquiring skills in research, copy writing and production. The Sales Department had one male intern for the Fall 2003 semester, one female intern for the Spring 2004 semester and one female will intern beginning in September 2004. In these internships, candidates develop the skills they need for a successful transition from school to their first promotional or sales position. A number of past interns have gained employment with KOMU-TV after graduation.

KOMU-TV participated in a job fair conducted by Columbia College in October of 2003. This job fair was attended by the Director of Programming and Promotion. Students and graduating seniors were counseled about the industry and discussed available internships and job openings.

KOMU-TV's ownership, The Curators of the University of Missouri, has an established practice of listing job vacancies for the station with the following groups whose membership include substantial participation of women and minorities.

American Women in Radio and Television
Asian American Journalists Assn.

Assn. for Women in Communications
Black Broadcasters Alliance
Black Culture Center – MU
California Chicano News Media Assn.
Emma L. Bowen Foundation for Minority Interests in Media
International Women's Media Foundation
National Association of Black College Broadcasters
National Association of Black Journalists
National Association. of Black-Owned Broadcasters
National Association of Hispanic Journalists
National Association of Minority Media Executives
National Lesbian and Gay Journalists Association
Native American Journalists Association
Native American Public Telecommunications
South Asian Journalists Association
American Women in Radio & TV